

## PUBLIC NOTICE



Cochise County Tourism Council  
Budget Committee Agenda  
February 16, 2016  
2:00pm  
Conference Call

The Items listed below will be discussed and action may be taken on any or all items

1. Discussion and or action to elect a budget committee chair  
The Intergovernmental Agreement Governing the operation of the Cochise County Tourism Council States that Cochise County is the Treasurer for the Tourism Council.
2. Discussion of current year's budget ( July 1, 2015 – June 30, 2016) and the effectiveness of the budget expenditures. The total amount of revenues for operations of the Destination Marketing Organization.
3. Discussion of the new budget cycle and the total amount of revenue available to expend on Destination Marketing Operations from July 1, 2016 through June 30, 2017
4. Discussion on the effectiveness of the current Marketing Plan or lack of Marketing Plan with regards to Print (Magazines) advertising and its percentage of the budget.
5. Discussion on the effectiveness of direct mail adverting and vacation guides in response to requests for them and the percentage of the budget.
6. To reduce the amount of budget percentage for direct mail pieces.